

# Nuevas Adquisiciones

Embajada de los Estados Unidos

BIBLIOTECA BENJAMÍN FRANKLIN · LIVERPOOL 31 MEXICO D.F. 06600

## Servicio Cultural e informativo MAYO 2006

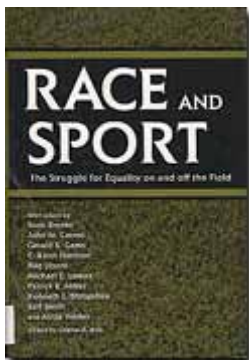
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### AFROAMERICANOS

#### Race and sport: the struggle for equality on and off the field



Scott Brooks ... [et al.]

Jackson, MS : University Press of Mississippi, 2004.

796.098 RAC

This book showcases African Americans as key figures making football, baseball,

basketball, and boxing internationally popular, though inequalities still exist today. One essay discusses the international spread of American imperialism through sport. Another shows how mass media images of African American athletes continue to shape public perceptions.

### ARTE

#### American paintings in the Museum of Fine Arts, Boston: an illustrated summary catalogue

Museum of Fine Arts  
Boston, MA : The Museum, 1997.

REF 759.13 MUS

This catalogue and its introductory essay trace the evolution of the collection from an important gathering of works by local artists to its present status as a truly encyclopedic representation of American art, through more than 1650 black and white illustrations and 32 color plates.



## Ansel Adams: in the Lane Collection

Karen E. Haas, Rebecca A. Senf  
Boston, MA :  
MFA  
Publications,  
2005.

770.92 ADA

The inspiring images that fill these pages are all drawn from the collection of the late William H. Lane. This catalogue and the exhibition it accompanies are the latest in a series of projects based on the Lane Collection.



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## BIBLIOTECOLOGIA

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### Blueprint for your library marketing plan: a guide to help you survive and thrive



Patricia H. Fisher,  
Marseille M. Pride  
Chicago, IL : American  
Library Association,  
2006.

021.7 FIS

Offers a step-by-step program to get any library up to speed with minimal angst. These easy-to-implement techniques help librarians write the plan, including targeting the market, defining services, setting goals, and taking action to promote the library.

## Demonstrating results: using outcome measurement in your library

Rhea Joyce Rubin for the  
Public Library Association  
Chicago, IL : American  
Library Association, 2006.

025.1 RUB

Using the 14 step-by-step customizable work forms, libraries can gather and interpret statistically accurate data to demonstrate outcomes and attract funding.



## Reading is our business: how libraries can foster reading comprehension

Sharon Grimes  
Chicago, IL : American Library  
Association, 2006.

027.809 GRI

Attempts to cultivate literacy and to encourage library media specialists to resume or assume their rightful position as critical partners in the development of reading comprehension.

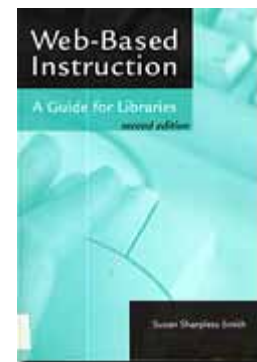


## Web-based instruction: a guide for libraries

Susan Sharpless Smith  
Chicago, IL : American  
Library Association,  
2006.

025.560 SMI

This book will help you to decide if you would like to implement Web-based instruction, and if so, will lead you through the process.



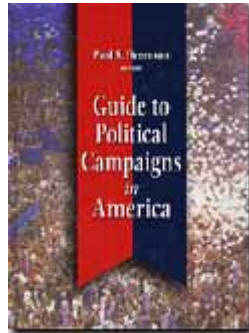
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## CIENCIA POLITICA

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### Guide to political campaigns in America

*Edited by Paul S. Herrnson [et al]*  
Washington, DC : CQ Press, 2005.



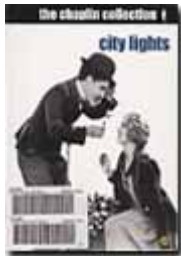
REF 324.7 GUI

This is the first complete resource for scholarly and practical insight into every important aspect of political campaigns and campaign activities. This unique volume provides students, researchers, scholars, and others interested in campaigns and politics with a broad foundation of knowledge about the history of campaigns and the issues, people, processes, and types and levels of races involved.

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## CINE

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**City lights**  
[videorecording]  
Written and directed by  
Charles Chaplin  
Burbank, CA : MK2  
Editions : Distributed by  
Warner Home Video, 2003.

DVD 792.23 CIT

A tramp wins the love of a blind flower girl and attempts to obtain money from a millionaire to help her regain her sight.

### Orson Welles' Citizen Kane

[videorecording]



50th Anniversary Limited  
Collectors ed.  
[s.l.] : Turner Home  
Entertainment, 1991.

DVD 791.437 ORS

Considered to be the finest motion picture ever made in America. A reporter's quest to

find the "truth" about the life of a dead newspaper tycoon, Charles Foster Kane. Parallels the life of William Randolph Hearst.

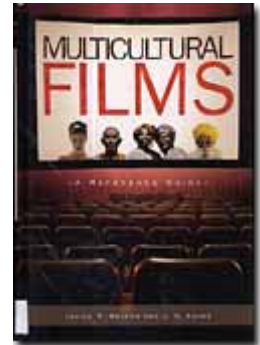
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## CINEMATOGRAFIA

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### Multicultural films: a reference guide

*Janice R. Welsch and J.Q. Adams*  
Westport, CT : Greenwood Press, 2005.

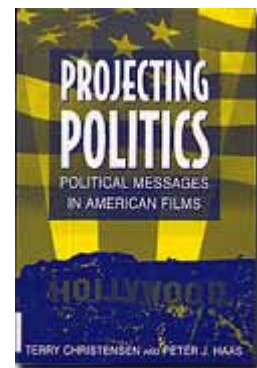


REF 791.016 WEL

This is a resource dedicated to all types of films for all major minority groups in the U.S. that identifies and discusses over 150 such films from the earliest part of the century through today. This reference source is arranged by race/ethnic group and after providing a plot summary of each film, the author critiques it, proposing points of focus and discussion for the viewer.

### Projecting politics: political messages in American film

*Terry Christensen and Peter J. Haas*  
Armonk, NY: M.E. Sharpe, 2005.



791.43 CHR

This book is divided into three parts. Chapter 1 explores the meaning of the term "political film" in a systematic way; Chapter 2 explores how the various techniques involved in the production of movies help to create political messages; Chapter 3 examines the reciprocal aspect of movies and politics relationship. It is also provided a historical overview of American films of political significance and a documentary, race and gender approach as well as the role of women in American film.

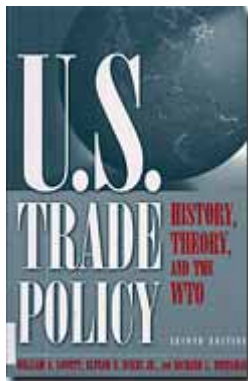
## COMERCIO

### U.S. trade policy : history, theory, and the WTO

William A. Lovett [et al]  
Amonk, NY : M.E.  
Sharpe, 2004.

382.309 LOV

This text covers U.S. trade policy from colonial times to the current controversial trade imbalances affecting long-term national interests. New coverage for this edition includes the WTO panels and conflicts, the battle in Seattle, struggles over Doha rounds and conflicts, growing tensions among major powers, splits between advanced and developing nations, increased terrorism, and risks of war.



## DOCUMENTALES

### Air Force One [videorecording]

Produced by National  
Geographic  
Washington, DC : National  
Geographic, 2003.

DVD 387.742 AIR

Take an unprecedented exclusive look inside the world's most famous plane. Features engaging interviews with past and present Presidents as well as details of the inner workings of this legendary aircraft.



### Expo: magic of the white city [videorecording]

Produced by Mark Bussler ;  
written by Brian Connelly ;  
directed by Mark Bussler  
Pittsburgh, PA : Inecom  
Entertainment Company, 2005.

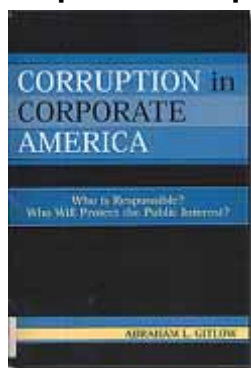
DVD 907.477 EXP

Narrated by Gene Wilder, this documentary brings the Chicago World's Fair to life. Experience the world of 1893 through a cinematic visit to Chicago's Columbian Exposition where viewers are immersed in one of the world's biggest extravaganzas.



## CORRUPCION

### Corruption in corporate America: who is responsible?: who will protect the public interest?



Abraham L. Gitlow  
Lanham, MD : University  
Press of America, 2005.

364.168 GIT

This book seeks to answer the above questions by realizing that, to be able to misbehave, chief executives must achieve

the support or silence of their boards of directors as well as the gatekeepers who presumably guard the integrity of corporate account; and second, by analyzing how each of those participants becomes involved in corporate fraud. The analysis is completed by a look ahead at the prospective results of the Sarbanes-Oxley Act of 2002.

### Saving the national treasures [videorecording]

Written by Ronald H.  
Blumer ; produced and  
directed by Muffie Meyer  
and Ellen Hovde  
Boston, MA : WGBH Boston  
Video, 2005.

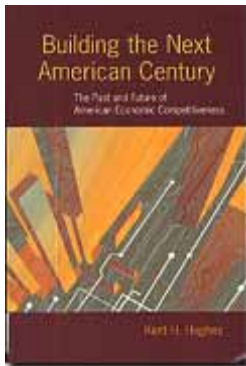


DVD 973 SAV

The Declaration of Independence, the Constitution, and the Bill of Rights are literally fading away. The Archives' curators have detected signs of decay. A five-year project is underway to design new encasements and a new rotunda for the charters.



## ECONOMIA



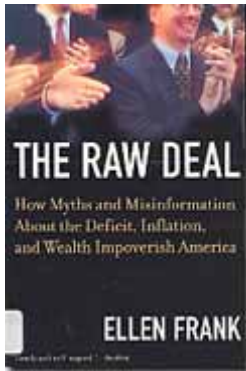
### Building the next American Century

*Kent H. Hughes*  
Washington, DC :  
Woodrow Wilson  
Center Press, 2005.

330.973 HUG

This book is about America's economic future and its economic past. The book traces the history of how a competitiveness strategy that started to form in the late 1970's became national policy in 1990's. The book also seeks to provide a framework for future prosperity. It describes the ideas that drove economic policy and the political and private-sector leaders who transformed ideas into a politically viable, economically successful set of policies.

### The raw deal: how myths and misinformation about deficits, inflation, and wealth impoverish America



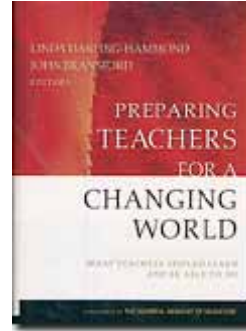
*Ellen Frank*  
Boston, MA :  
Beacon Press, 2004.

330.973 FRA

This volume shows how what it's been taught to think about stocks, interest rates, personal opportunities, employment, government spending, inflation, and the like, distorts popular understanding of how the economy really operates to camouflage the transformation of economic policy from a tool for improving the living standards of all to a tool for securing privileges for the wealthy.

## EDUCACION

### Preparing teachers for a changing world: what teachers should learn and be able to do



*Edited by Linda  
Darling-Hammond  
[et al]*  
San Francisco, CA :  
Jossey-Bass, 2005.

370.711 PRE

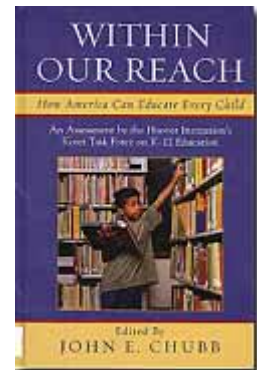
Written for teacher educators in both traditional and alternative programs, university and school system leaders, teachers, staff development professionals, researchers and educational policymakers, the book addresses the key foundational knowledge for teaching and discusses how to implement that knowledge within the classroom.

### Within our reach: how America can educate every child

*Edited by John E.  
Chubb*  
Lanham, MD : Rowman  
& Littlefield Publishers,  
2005.

379.73 WIT

The book represents a midterm assessment of NCLB act that closely examines its core elements and offers recommendations for practical reforms to save the law and strengthen some of its key principles: high standards, result based accountability, parental options, and research based practices.

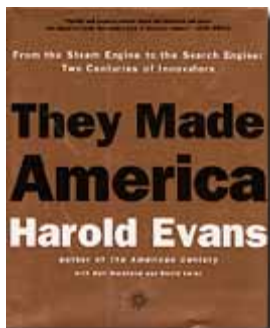


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## ESTUDIOS AMERICANOS

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### They made America: From the Steam Engine to the Search Engine: Two Centuries of Innovators



*Harold Evans with  
Gail Buckland and  
David Lefer*  
Boston, MA : Little,  
Brown and  
Company, 2004.

REF 609.2 THE

Tells the epic story of the men and women who made America over the centuries. The author traces how the innovators have time and again proved to be democratizers, driven not by greed, but by an ambition to be remembered.

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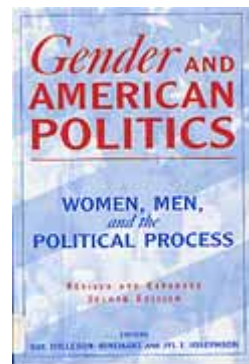
## ESTUDIOS DE GENERO

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### Gender and American politics: women, men, and the political process

*Sue Tolleson-Rinehart  
and Jyl J. Josephson,  
editors*  
Armonk, NY : M.E.  
Sharpe, 2005.

305.3 GEN



Explores the role of gender in American political life. Updated and expanded for more complete coverage, paralleling the organization of a U.S. politics course, the book presents a full complement of empirical studies of real and imagined gender gaps.

### Unlocking the past: celebrating historical archaeology in North America



*Edited by Lu Ann De  
Cunzo and John H.  
Jameson, Jr.*  
Gainesville, FL :  
University Press of  
Florida, 2005.

973 UNL

This book describes compelling discoveries unearthed by archaeologists in search of America's historical past. The essays reveal how native and immigrant peoples interacted with their environment and each other over the course of five centuries.

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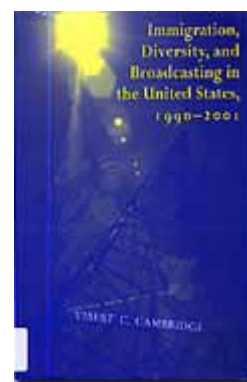
## INMIGRACION

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### Immigration, diversity, and broadcasting in the United States, 1990-2001

*Vibert C. Cambridge*  
Athens, OH : Ohio University  
Press, 2005.

384.54 CAM



The author investigates and questions how broadcasting in the United States responded to the changing racial and ethnic composition of the society. What roles did the traditional broadcast media play in this new America, and how did newer media outlets alter the cultural landscape.

## Mexican New York: transnational lives of new immigrants



Robert Courtney Smith  
Berkeley, CA : University of California Press, 2006.

304.8 SMI

This study sheds new light on transnationalism, vividly illustrating how immigrants move back and forth between New

York and their home village in Puebla with considerable ease, borrowing from and contributing to both communities as they forge new gender roles; new strategies of social mobility, race, and even adolescence; and new brands of politics and egalitarianism.

## Suburban sweatshops: the fight for immigrant rights

Jennifer Gordon  
Cambridge, MA : Belknap Press of Harvard University Press, 2005.

331.6 GOR

This revelatory work challenges widely held beliefs about the powerlessness of immigrant workers, what a union should be, and what constitutes effective lawyering. It opens up exciting new possibilities for labor organizing, community building, participatory democracy, legal strategies, and social justice.



## LEYES Y LEGISLACION

### Private lives: families, individuals, and the law

Lawrence M. Friedman  
Cambridge, MA : Harvard University Press, 2004.

346.730 FRI

In this essay, a leading American legal historian argues that laws about family are increasingly laws about individuals and their right to make their own, sometimes, contentious choices; and offers a lively short history of the complexities of family law and family life, drawing on court cases of the past two centuries.

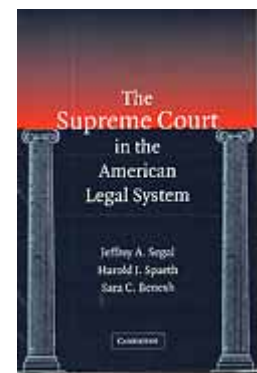


### The Supreme Court in the American legal system

Jeffrey A. Segal [et al]  
Cambridge, MA : Cambridge University Press, 2005.

347.73 SEG

The book analyzes these courts from a legal/extralegal framework, drawing different conclusions about the relative influence of each based on institutional structures and empirical evidence. The book is also tied together through its attention to the relationship between lower courts and the Supreme Court.



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## LIDERAZGO

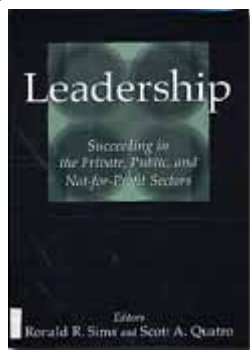
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### **Leadership: succeeding in the private, public, and not-for-profit sectors**

*Ronald R. Sims and Scott A. Quatro, editors*  
Armonk, NY: M.E. Sharpe, 2005.

658.4 LEA

This volume is designed as a general survey of leadership problems and a presentation of their possible solutions for executive policy makers, as well as a text for advanced undergraduate and graduate students.



## **Climate-change policy**

*Edited by Dieter Helm*  
Oxford, UK : Oxford University Press, 2005.

363.738 CLI

This volume provides an accessible overview of the economics of climate change, the policy options, and the scope for making significant carbon reductions, in a search for a post-Kyoto framework, new institutions, and new economic policies to spread the costs and meet them in an economically efficient way.



### **Forcing the spring: the transformation of the American environmental movement**

*Robert Gottlieb*  
Washington, DC : Island Press, 2005.

362.7 GOT

Recognized as a seminal work in the field of environmental history. Linking the environmental movement that emerged in the 1960s to earlier progressive movements that had not previously been defined as environmental, the book was the first to consider the importance of race, ethnicity, class, and gender issues in the history and evolution of environmentalism.



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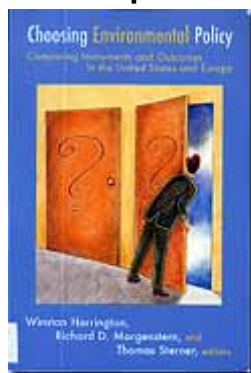
## MEDIO AMBIENTE

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### **Choosing environmental policy: comparing instruments and outcomes in the United States and Europe**

Edited by Winston Harrington [et al]  
Washington, DC : Resources for the Future, 2004.

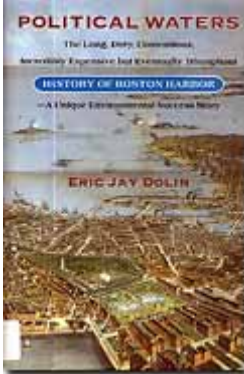
363.705 CHO



The chapters in this volume focus on the means of national-level pollution abatement policy, the actual performance of environmental regulations, and the issue of "instrument choice", that is, the mechanism used to achieve the environmental objective.



**Political waters: the long, dirty, contentious, incredibly expensive but eventually triumphant history of Boston Harbor--a unique environmental success story**



*Eric Jay Dolin*  
Amherst, MA :  
University of  
Massachusetts  
Press, 2004.

363.739 DOL

This is the story of Boston's struggle to deal with its sewage in an epic narration of failure and success replete with colorful characters, political, bureaucratic, and legal twists and turns, and engineering feats, as well as the involvement of massive amounts of money, to lead finally to the important act of getting rid responsibly of the waste people produce every day.

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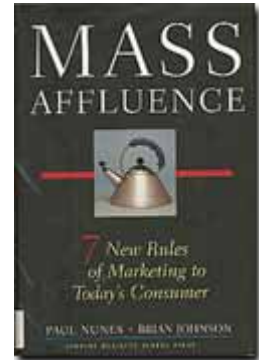
**MERCADOTECNIA**

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**Mass affluence: seven new rules of marketing to today's consumer**

*Paul Nunes, Brian Johnson*  
Boston, MA : Harvard  
Business School Press,  
2004.

658.8 NUN



The authors explain that today's mass market is significantly more upscale than the middle class of the post-World War II era. This new market possesses more discretionary income, displays different spending patterns, and desires more options beyond conventional luxury offerings.

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**MUSICA**

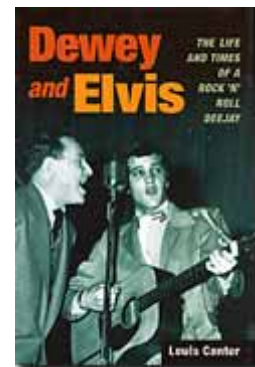
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**Dewey and Elvis: the life and times of a rock 'n' roll deejay**

*Louis Cantor*  
Chicago, IL : University of Illinois, 2005.

782.421 CAN

Using personal interviews, documentary sources, and the oral history collections at the Center for Southern Folklore and the University of Memphis, the author presents a very personal view of the disc jockey while arguing for his place as an essential part of rock 'n' roll history.

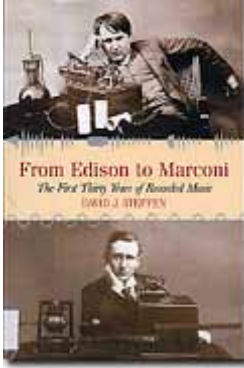


**Sustainable development**

*Susan Baker*  
New York, NY :  
Routledge, 2006.

338.927 BAK

This text explores the prospects for and barriers to the promotion of sustainable development in the high-consumption societies of the industrialized world, the Third World and the economies in transition in East and Central Europe.

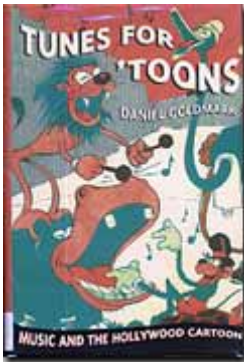


**From Edison to Marconi: the first thirty years of recorded music**

*David J. Steffen*  
Jefferson, NC :  
McFarland, 2005.

784.49 STE

This history examines a newly created technology and industry in search of itself. It follows the story from the earliest efforts to capture sound, to the fight among wire, cylinder and disk recordings for primacy in the market, to the growth and development of musical genres, record companies and business practices.



**Tunes for 'toons: music and the Hollywood cartoon**

*Daniel Goldmark*  
Berkeley, MD :  
University of California Press,  
2005.

781.542 GOL

The author makes an in-depth examination of music written for Hollywood cartoons of the 1930s through the 1950s and provides an account of the enormous creative effort that went into setting animation to music and shows how this effort shaped characters and stories that have since become embedded in American culture.

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## NEGOCIOS Y ADMINISTRACION

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**Handbook of organizational change and innovation**

*Edited by Marshall Scott Poole, Andrew H. Van de Ven*  
Oxford, UK : Oxford University Press,  
2004.

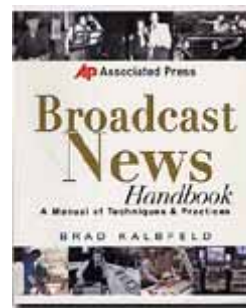
658.406 HAN

Each chapter of this handbook sums up and assesses the state of knowledge in its area and builds on this foundation to advance a new view. The chapter and the book advance our thinking by developing integrative theories, by establishing connections among theories from different fields and research traditions and by introducing new lines of inquiry.

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## PERIODISMO

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**Associated Press broadcast news handbook**

*Brad Kalbfeld*  
New York, NY :  
McGraw-Hill, 2001.

REF 808.066 KAL

This book offers you an opportunity to learn directly from the source about all the practical aspects of writing and delivering news in all electronic media. Provides expert guidelines on how to find, research, write, edit, produce and deliver authoritative, accurate, and engaging news stories in the studio or from the field.

## The Associated Press guide to Internet research and reporting

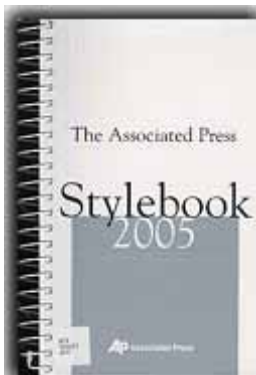


Frank Bass  
Cambridge, MA :  
Perseus Pub, 2001.

REF 025.04 BAS

The style of the Associated Press has defined clear news writing for more than 50 years. The online research and reporting techniques used by AP staff and stringers are fast becoming the gold-standard of 21st century journalism.

## Stylebook and briefing on media law



Edited by Norm Goldstein  
New York, NY : Associated  
Press, 2005.

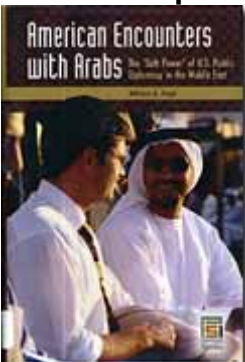
REF 808.027 STY

The AP Stylebook has become the essential tool for anyone who cares about good writing. It is distilled from a thousand suggestions and ideas ordered alphabetically, as well as several big desk and online

dictionaries.

## POLITICA EXTERIOR

### American encounters with Arabs: the "soft power" of U.S. public diplomacy in the Middle East



William A. Rugh  
Westport, CT : Praeger Security  
International, 2006.

327.730 RUG

The author explains how U.S. government officials have dealt with key problem issues over the years, and he recommends ways

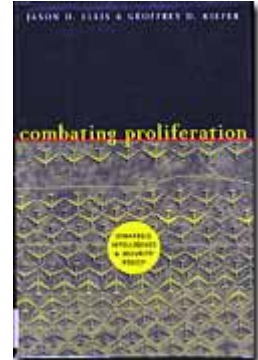
that public diplomacy can better support and enhance U.S. national interests in the Middle East.

## SEGURIDAD NACIONAL

### Combating proliferation: strategic intelligence and security policy

Jason D. Ellis and  
Geoffrey D. Kiefer  
Baltimore, MD : Johns  
Hopkins University Press,  
2004.

358.3 ELL



In this comprehensive analysis, defense policy specialists find disturbing trends in both, the collection and analysis of intelligence, and in its use in the development and implementation of security policy. The authors find that intelligence collection and analysis relating to WMD proliferation are becoming more difficult, that policy toward rogue states and regional allies requires difficult tradeoffs, and that using military action to fight nuclear proliferation presents intractable operational challenges.

## SOCIOLOGIA

### Diversity and public administration: theory, issues, and perspectives

Edited by Mitchell F. Rice  
Armonk, NY : M.E.  
Sharpe, 2005.

352.6 DIV

Presents a balanced, comprehensive overview of the policies and practices of achieving racial and ethnic diversity in public organizations, with a strong orientation toward improving diversity management in the public sector.



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## TURISMO

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### **Fodor's 06 Washington, D.C**

*Edited by Amy B  
Wang*  
New York, NY :  
Fodor's Travel Pub,  
2006.

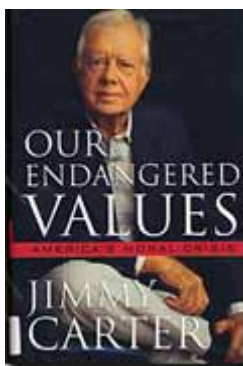
REF 917.53 WDC  
2006

The authors up-date this guide every year so you'll find accurate and reliable data and give you all the planning tools you need to tailor your trip. This edition presents where to stay and eat for all budgets, must-see sights and local secrets, as well as ratings you can trust. Includes photographs and maps.

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## VALORES SOCIALES

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### **Our endangered values: America's moral crisis**

*Jimmy Carter*  
New York, NY :  
Simon & Schuster,  
2005.

306.097 CAR

President Carter has written importantly about his spiritual life and faith. In this book, he offers a personal consideration of "moral values" as they relate to the important issues of the day. He puts forward a passionate defense of separation of church and state, and a strong warning of where the country is heading as the lines between politics and rigid religious fundamentalism are blurred. He reacts to some trends involving both the religious and the political worlds as they have increasingly become intertwined, and including some of the most crucial and controversial issues of the day--

frequently encapsulated under "moral values." They include preemptive war, women's rights, terrorism, civil liberties, homosexuality, abortion, the death penalty, science and religion, environmental degradation, nuclear arsenals, America's global image, fundamentalism, and the melding of religion and politics. Sustained by his faith, Carter assesses these issues in a forceful and unequivocal but balanced and courageous way.